

## MINUTES

Beautification Advisory Committee  
2075 Coast Highway  
Pacifica, CA 94044

September 5, 2018

The meeting was called to order at 6:30 p.m. by committee Vice Chair Avelino Pombo. Members of the Beautification Advisory Committee (BAC) in attendance were, Vice Chair Avelino Pombo, Ginny Jaquith, Dave Martinez, Melinda Moses and City Council liaison Mike O'Neill. Also in attendance were Sam Bautista, Lawrence Henriquez, Aren Clark and Yessika Dominguez from the City of Pacifica Public Works Department. Dan Wells and Linda Jonas were also in attendance as members of the public.

Agenda Item #3 – Approval of Agenda: The agenda was approved with no changes.

Agenda Item #4 – Approval of Minutes: Approval of the minutes of the June 6, 2018 and August 1, 2018 meetings was tabled for the next meeting since there was no quorum present from either of those meetings.

Agenda Item #5 - Announcements: The annual Fog Fest is coming up.

Agenda Item #6 - Public Comment: Dan Wells from the Pacifica Garden Club thanked Superintendent Aren Clerk for turning the water back on at their planter box, and noted some damage to one of the pipes on one of the planters, possibly due to vandalism.

Agenda Item #7 – Continuing Business:

- a. Palmetto Streetscape Project/Landscaping Subcommittee: Jaquith provided an update on the interested sponsors for the landscape areas, and noted that the Montecito planters are still open. Moses reached out to the smaller businesses, who plan on grouping together to adopt one area. She asked what will happen to those planter boxes that don't get adopted, and Jaquith said that the program will remain open and the BAC will continue to seek sponsorship. Vice Chair Pombo stated that other local groups he is working with, not necessarily on Palmetto, may be interested. Jaquith said the Fog Fest Organizing Group adopted the four corners at Santa Rosa / Palmetto and will be planted within the week. This will be the test/sample garden. Signage was discussed, and Jaquith provided a sample of what the sign will look like. The signs will be mounted on poles and installed into the dirt. State law mandates language about the recycled water on site. The cost for these signs will be \$15. The aluminum signs cost \$19. Pombo expressed his ideas about the design and color palette for the sign. Councilmember O'Neill asked if the sponsor will have the opportunity to put their logo/emblem on the sign, and Jaquith said yes. She will send the template to Dominguez, who will revise and send to the group. Pombo asked how many days in advance the signs need to be ordered. Jaquith stated that John the Sign Guy needs enough time to produce them, and Public Works Superintendent Clark said DPW needs time to install the signs as well. Jaquith noted that she's going out of town on September 20<sup>th</sup>. Clark asked about the specifications of the plants and how tall the sign mounts will need to be. Martinez said the plants won't be higher than 2 to 2.5 feet. Clark said they will need to decide on the height of the sign and let him know as soon as possible. The group decided on a 2-ft.-high sign, angled at 45 degrees. Pombo suggested that the sign should face the sidewalk, and Jaquith mentioned that the subcommittee agreed on that concept as well. Martinez explained the planting plan and where certain plants will be placed. Jaquith asked if there was a general planting plan. Martinez stated

that euonymus will be planted along the outer edge, and the lavender will be planted on the inner part of the planter. Martinez asked for a cost estimate, and Jaquith said they calculated the cost based on square footage and incorporated the cost of the sign and plants. Martinez stated that the ground is very hard and that more compost will need to be put down. Jaquith asked if the process can be done in one day. Martinez stated that if the groups understand what the procedure is, it can be done in one day. Clark expressed his concerns with the sign poles taking up a lot of space in the small planter areas. It was discussed that the recycled water sign could be installed as a separate sign.

- b. Mural Sub-Committee: Jaquith reported the Council action approving the concept of the mural subcommittee, and she and Public Works Director Ocampo will ask for a meeting to discuss the next steps and actions. Jaquith asked if Pombo would be willing to sit on the subcommittee for this, and Pombo stated that he would.
- c. Fog Fest Mural Project: Jaquith explained the minor revisions to the mural design. Work will be starting this Friday night and should be done by the end of the weekend. The mural will be painted directly on the archway walls instead of on wooden boards. Fog Fest is sponsoring this project through the "Gift to Pacifica" fund. Pombo asked if BAC will staff a booth at Fog Fest. Dominguez will confirm with Ocampo that there is room in the City booth. Moses suggested having pictures printed of completed BAC projects.

#### Agenda Item #8 – Project Updates:

- a. Manor Shopping Center: This project is ongoing.
- b. Signage for available spaces: Pombo is still working on getting the signs. He showed the group a few samples and asked them to vote. The sign will be 18x24" and double-sided. After printing, these will be installed at various spots that were designated as potential beautification sites. Pombo said he can have them printed before Fog Fest if need be. O'Neill asked what materials will be provided at the Fog Fest booth. Jaquith mentioned having the Palmetto landscape applications and guidelines available. Pombo discussed having all the information available on the BAC's page on the city website. Dominguez will assist with adding the Adopt-a-Spot info.
- c. Linda Mar medians: North Coast County Water District, Visions Spa and Mike Durkin have all agreed to re-adopt. They understand the new responsibility of maintaining their medians every two months. Clark noted a problem with the water leaking out of the sidewalk there. Martinez asked if there was money in the budget to fix this. Clark said it will only take city staff time, and could potentially take a couple of months to do the repairs.
- d. Greenhouse Project: No updates.
- e. Oceana Blvd. Project / Ocean Shore School & Rotary Club: The Rotary Club was out recently to do graffiti-proofing on murals. More planting needs to be done. Martinez stated that the Sanchez Art Center still needs to be dedicated. Jaquith said it would be best to do multiple sites in one day. The dedication date for this site was set for October 20<sup>th</sup> at 10am.

#### Agenda Item #9 – New Business:

- a. National Wildlife Federation's Community Wildlife Habitat Pacifica/San Bruno: This item was tabled for the next meeting.
- b. Fog Fest Booth: Pombo will work with Moses on staffing shifts and preparing materials to be provided. Jaquith suggested using the BAC's annual report / PowerPoint presentation for highlights. Martinez suggested that the Mayors' Beautification Awards program application/nomination form should be available at the booth as well.

Agenda Item #10 – Items for Next Agenda: The Mayors' Beautification Awards items should be added back to next month's agenda.

Agenda Item #11 – Good of the Order: Happy birthday to all of the September birthdays.

The meeting was adjourned at 7:59 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, October 3, 2018 at 6:30pm. The meeting will be held in the EOC room located in the Pacifica Police Station at 2075 Coast Highway Pacifica California.